Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. **The Terminator** *(Thorn EMI/HBO)* GP	1	2
2. **The Karate Kid** *(RCA/Columbia)*	—	1
3. **The Cotton Club** *(Embassy)* GP	4	2
4. **Missing in Action** *(MGM/UA)*	—	1
5. **City Heat** *(Warner)*	—	1
6. **Dune** *(MCA)* GP	—	1
7. **Places in the Heart** *(CBS/Fox)*	—	1
8. **Body Double** *(RCA/Columbia)*	5	2
9. **Teachers** *(CBS/Fox)*	—	1
10. **Bachelor Party** *(CBS/Fox)* GP	3	4
11. **Revenge of the Nerds** *(CBS/Fox)* GP	2	4
12. **Thief of Hearts** *(Paramount)*	14	2
13. **Star Trek III: The Search for Spock** *(Paramount)*	7	4
14. **Country** *(Touchstone)* GP	9	3
15. **The Pope of Greenwich Village** *(MGM/UA)* GP	12	2
16. **Oxford Blues** *(CBS/Fox)*	25	2
17. **Red Dawn** *(MGM/UA)* GP	10	4
18. **Bill Cosby: Himself** *(CBS/Fox)* GP	30	2
19. **The River** *(MCA)*	—	1
20. **The Little Drummer Girl** *(Warner)* GP	11	3
21. **Police Academy** *(Warner)* GP	6	6
22. **Heaven Help Us** *(Thorn EMI/HBO)*	—	1
23. **1984** *(USA)*	—	1
24. **All of Me** *(Thorn EMI/HBO)* GP	8	5
25. **Supergirl** *(USA)*	17	2
26. **Ninja III** *(MGM/UA)* GP	23	2
27. **Oh God! You Devil** *(Warner)* GP	13	2
28. **Irreconcilable Differences** *(Vestron)* GP	15	3
29. **Ghoulies** *(Vestron)*	—	1
30. **The Natural** *(RCA/Columbia)* GP	21	7

Top 10 in videocassette sales

1. **Gone With The Wind** *(MGM/UA)* GP	1	4
2. **Jane Fonda's Workout** *(Karl-Lorimar)* GPI	3	36
3. **Star Trek III: The Search for Spock** *(Paramount)*	2	4
4. **The Terminator** *(Thorn EMI/HBO)* GP	5	2
5. **Jane Fonda's Prime Time** *(Karl-Lorimar)* GP	4	7
6. **The Karate Kid** *(RCA/Columbia)*	—	1
7. **Do It Debbie's Way** *(Video Associates)* GP	8	3
8. **Dune** *(MCA)* GP	—	1
9. **Wham! The Video** *(Sony)*	—	1
10. **Lionel Richie: All Night Long** *(Musicvision)* GP	9	4

Top 5 in laserdisc sales

1. **Star Trek III: The Search for Spock** *(Paramount)*	—	1
2. **The Cotton Club** *(Embassy)* GP	—	1
3. **Gone with the Wind** *(MCA/UA)* GP	1	3
4. **City Heat** *(Warner)*	—	1
5. **The Last Starfighter** *(MCA)* GPI	—	1

Top 5 in alternative programs

1. **Jane Fonda's Workout** *(Karl-Lorimar)* GPI	1	9
2. **Jane Fonda's Prime Time** *(Karl-Lorimar)* GP	2	7
3. **Jane Fonda's Challenge** *(Karl-Lorimar)* GP	—	3
4. **Wham! The Video** *(Sony)*	—	1
5. **Do It Debbie's Way** *(Video Associates)* GP	4	4

I —Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)
P—Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)
G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)

VIDEO/NEW RELEASES

KARL-LORIMAR

LET'S TAP Bonnie Franklin, who starred in One Day At A Time, has also been tap dancing since the age of nine and teaching tap since she was 12. She was therefore the logical choice to host this instructional tape on tap. The program is positioned to allow the beginner to learn the fundamentals of tap at his own pace. *Color 90 minutes C: $9.95.*

MCA

INTO THE NIGHT (1985) John Landis (Animal House, Trading Places) directed this comedy/thriller about Ed Orkin (Jeff Goldblum), a schlemeil with insomnia who wanders out to the airport and immediately becomes involved with jewel thieves, Middle Eastern hit men, British killers and Michelle Pfeiffer. Some guys have all the luck. Also in the cast are David Bowie, Richard Farnsworth, Landis, a host of Hollywood directors in cameos and celebrity physical trainer "Body by Jake" Steinfeld, who gets to utter the immortal line: "I'll take off my shirt, then you take off your shirt." *Color R 115 minutes Beta hifi VHS hifi Dolby mono C: $79.95.*

MONKEY BUSINESS (1931) Groucho, Harpo, Chico and Zeppo Marx are all stowaways on a luxury liner. What else do you need to know? This is the one where Harpo does his Maurice Chevalier impression, Groucho talks numerous gangsters out of shooting him, Chico trims the first officer's moustache to the size of Hitler's and Zeppo falls in love with Ruth Hall. And then there's the tango with Thelma Todd. *B/W 77 minutes Beta hifi VHS hifi mono C: $59.95.*

MUSICVISION

WE ARE THE WORLD—THE VIDEO EVENT With Michael Jackson, Bruce Springsteen, Lionel Richie, Paul Simon, Huey Lewis and the News and many others, this half-hour program depicts the recording of the fastest-selling record of all time. *Color 30 minutes C: $14.95.*

PACIFIC ARTS

TELEVISION PARTS HOME COMPANION Fans of Michael Nesmith in Elephant Parts, one of the first made-for-home-video productions, have long awaited this sequel, based on an NBC-TV series being given a tryout this summer. Along with some of the best bits from the prime-time show are an additional song and some sketches never to be shown on network TV. *Color Beta hifi VHS hifi C: $29.95.*

SONY

MIKE MANIERI—THE JAZZ LIFE Playing vibraphone, Mike Manieri leads a group of top-flight jazz musicians through seven numbers. Manieri, who has produced Carly Simon and other pop acts, moves to center stage with help from Warren Bernhart on keyboards, Bob Mintzer on sax and clarinet, Eddie Gomez on bass and Omar Hakim on drums. *Color 60 minutes Beta hifi VHS hifi stereo C: $29.95.*

VESTRON

THE FALCON AND THE SNOWMAN (1985) Timothy Hutton and Sean Penn were highly acclaimed in director Jon Schlesinger's study of two young men who conspired to sell secrets to the Soviet Union. This true story depicts the idealism of the two friends who find that as the stakes get higher, the game has no winners. *Color R 131 minutes.*

THE SHMENGES: THE LAST POLKA Fans of SCTV will recognize the Shmenge brothers (John Candy and Eugene Levy) the Leutonian accented polka band leaders who extol the virtues of cabbage rolls and coffee. This film, originally shown cable TV, spoofs Martin Scorcese's The Last Waltz. *Color 60 minutes.*

WALT DISNEY

PINOCCHIO (1940) They said it would never happen, but here is the classic Disney animated feature that brought us Jiminy Cricket, When You Wish Upon A Star and a nose that grows with each new fib. Coming off a December, 1984 theatrical release that saw Pinocchio gross more than $26 million, Disney is releasing the film as the second offering in its Classics line, after Robin Hood. The story, for the three people who may not have heard, deals with a lonely puppet-maker, Geppetto, who makes himself a marionette and wishes for it to become a real boy. The forces of magic take it from there, and the adventures begin. *Color G 87 minutes C: $79.95 LV: $34.95.*

C4200-1

AUGUST 1988

Merchandising

Home and Auto Electronics • Housewares • Major Appliances

GOODS RETAILER

The storm over co-op ad dollars

Abuses and inefficiencies cloud the use of a powerful promotional resource

Also in this issue:

- What's hot in consumer electronics?
- A cool early summer clogs the room air conditioner pipeline
- New competition comes on strong in retailing small electrics

A GRALLA PUBLICATION
Executive Office: 1515 Broadway, New York, NY 10036 212/869-1300

Susan Matthews . . . associate publisher
Lee Rath . . . . . associate publisher
Aaron Neretin . . editorial and marketing consultant

EDITORIAL STAFF
Editor . . . . . Lee Rath
Managing Editor . . . Stephanie Flory
Sr. Associate Editor . Michael Garry
Assistant Editors . . . Regina Eisman, Maureen Haefner
Field Editors . . . . . Nancy Markov, Debbie Rosenblum, Marilyn Sibirski
Management Corres. . . . . . David W. Richardson
Washington Corres. . . . . . Bob Gatty
Financial Corres. . . . . Allen Fishman
Editorial Director . . . Howard Rauch
Research Director . . Robert Leibson
Research Manager . . . . Selma Book

MARKETING/SALES SERVICES
Director . . . . . Susan Matthews
Promotion Director . Michael Hyman
Promotion Manager . . Frank Babbitt
Production Director . . . . Barry Miller
Production Manager . . Jody Neblett
Production Asst. . . . . . Leslie Ogan
Circulation Director . James Fischer
Circulation Manager Barbara Iavaroni
Classified Manager . Nancy Berman

SALES OFFICES
Eastern Regional Office:
1515 Broadway, NY 10036
Susan Matthews (212) 869-1300
Edward Judge

Midwest Regional Office:
3525 W. Peterson Ave.,
Chicago, IL 60659
Robert Sarra, II (312) 463-1102

West Coast Regional Office:
16200 Ventura Blvd., Encino, CA 91436
Phillip Wexler (818) 788-0271

GRALLA PUBLICATIONS
Bank Systems & Equipment • Catalog Showroom Business • Contract • Corporate Travel • Facilities Design & Management • Giftware Business • Health Care Systems • Impressions • Kitchen & Bath Business • Meeting News • Multi-Housing News • National Jeweler • Premium/Incentive Business • Sew Business • Sporting Goods Business • Travel Agents Marketplace

PRESIDENT—Lawrence Gralla **EXECUTIVE VICE PRESIDENT**—Milton Gralla **VICE PRESIDENTS**— Howard S. Rauch, Frank A. Rizzo, Peggy I. Sholtz, Rosalind Schacknow, Marshall D. Siegel, Morton L. Silverman.

MERCHANDISING (USPS 104-810) (ISSN 0362-3920) is published monthly by Gralla Publications, 1515 Broadway, New York, NY 10036. Telephone (212) 869-1300. Circulated free of charge to individuals involved in the retailing of major appliances, housewares and consumer electronics. All other U.S. subscriptions $33.00 per year. Foreign subscriptions $55.00 per year. Single copies $4.00 except for March and September issues $15.00. Second Class postage paid at New York, NY and additional mailing offices.

SUBSCRIPTION INFORMATION AND ADDRESS CHANGES: Write to MERCHANDISING, Circulation Department, Room 930, 1501 Broadway, New York, NY 10036. Change-of-address notices should be sent promptly, provide old as well as new address, include ZIP code number and address label from recent issue. Please allow one month for change of address to become effective.

POSTMASTER: Send address changes to MERCHANDISING, Circulation Department, Room 930, 1501 Broadway, New York, NY 10036. Second Class postage paid at New York, NY, and additional mailing offices.

MERCHANDISING is a member of the Audit Bureau of Circulations.

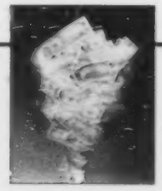
CURRENT AND BACK COPIES of Merchandising and Merchandising Week are available in microfilm from University Microfilm, Ann Arbor, MI 48106.

Merchandising

FOR OVER 56,200 RETAILERS & WHOLESALERS

August 1985
Our 78th Year
Vol. 10, No. 8

9 COVER STORY

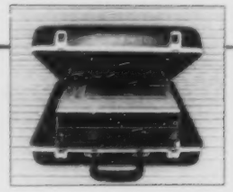


The storm over co-op ad dollars
Take a look behind many large retailers' co-op advertising procedures and what do you find? Very little in the way of cooperation. Sometimes, there's not even much advertising.

16 VIDEO & AUDIO

The battle for Schaak Electronics: different plans for an ailing firm
Not all of the fireworks in the Twin Cities last month were launched on the Fourth of July. Probably the best display could be seen a few days later in the suburb of Mendota Heights, in the offices of Schaak Electronics.

29 VIDEO SOFTWARE



Renting hardware may help retailers boost video rentals
Video software dealers across the nation are turning to hardware rental programs to boost tape rental business, and the effort is paying off handsomely.

35 PERSONAL ELECTRONICS

Typewriter shipments will hit 2.8 million in 1985
Strong portable typewriter sales this year will boost shipments to around the 2.5- to 2.8-million-unit mark, with electronic models capturing as much as 90 percent of the market.

49 MAJOR APPLIANCES

Cool early summer clogs the room air pipeline
It looks like 1985 is shaping up as the wrong year for overseas room air conditioner suppliers to push for greater placement in U.S. retail outlets.

64 HOUSEWARES

Housewares is key in RG. Branden's product mix
Housewares is only one of four categories of merchandise that the Dayton-Hudson Corp. is stocking in its new RG. Branden's stores, a chain launched in Miami in March.

DEPARTMENTS

4 Editorially Speaking
8 Frontlines: Electronics
6 Frontlines: Housewares
7 Frontlines: Major Appliances
72 New Products: Housewares
55 New Products: Major Appliances
44 New Products: Personal Electronics
25 New Products: Video & Audio
41 New Releases in Computer Software
34 New Releases in Prerecorded Video
71 Newslines: Housewares
52 Newslines: Major Appliances
43 Newslines: Personal Electronics
24 Newslines: Video & Audio
5 Overview
73 Today's Financing
34 Top 50 in Prerecorded Video
73 You and Your Employees

Retail electronics sales to hit $34 billion in '86

By Lee Rath, editor/assoc. pub.

CHICAGO—Retail sales of consumer electronics products are cracking the $32 billion mark this year and should be well on their way to $34 billion in 1986, according to the Electronic Industries Association/Consumer Electronics Group (EIA/CEG).

"The upward march keeps on going," commented CEG vice president William Boss, who presented the association's statistical projections for 1985 and 1986 at the Summer CES.

In factory sales, the industry should reach $23.6 billion this year and $24.4 billion in 1986, he added, pointing out that the industry has "*doubled* our output in only five years. During the decade of the Eighties, we have brought to market more new products than in the prior 50 years!"

What, among those products, are proving themselves to be the hottest of the hot this year, generating both significant sales and substantial increases? Boss hit some of the highlights.

Video holds its lead

"As an overall category, video continues to outpace the rest of the industry," Boss said, "and new technology promises to make it a continuing leader for years to come." The category is looking for growth of almost nine percent this year, hitting a plateau of $11.2 billion in factory sales before declining ever so slightly to $11.1 billion next year.

Leading the way is the VCR with 11.5 million units projected to be sold this year, rising to 12 million in 1986.

Part of the reason for this growth, said Boss, is the fact that the product is becoming more and more affordable. "As unit sales increase by more than 50 percent this year, the factory dollars will increase by only about 30 percent."

However, factory dollars are still projected to reach $5 billion this year and retail dollars are expected to hit $7 billion—almost the equivalent of color TV dollar volume.

Keeping pace, 185 million blank videocassettes are expected to be sold in 1985, up 39 percent. And another 32 percent jump in sales is predicted for 1986, for a total factory value of more than a billion dollars.

And, Boss noted, "With every videocassette manufacturer producing three shifts a day, seven days a week, there is still talk of shortages before the end of the year. Perhaps this means that once more blank cassettes will become a profitable commodity."

As for prerecorded tapes, the EIA/CEG expects they will hit at least the 50-million-unit level this year.

Color TV receivers seem to have reached "a golden plateau" of about 16 million units, said Boss. "That means that one out of every five households buys a new color television set each year. And with the tremendous impetus of stereo TV beginning to make itself felt, we are confident that this category will get the attention of more and more consumers in the coming months."

He pointed out that the Consumer Price Index shows that if TV had kept pace with the inflationary economy since 1967, the retail price of an average set today would be $1,630. And 80 percent of all color TV's are in use after 10 years; more than 50 percent are still playing after 15. "Apparently, our industry has just never learned about 'planned obsolescence.'"

In other areas, large-screen televisions sales continue to grow about 15 to 20 percent per year, with 225,000 units expected to be sold this year. And satellite earth stations also bear watching. As they move from "the sheep rancher and farmer to the urban and suburban cowboy, the one million installed units will be augmented this year by another half-million," said Boss.

Audio's hot again

The audio business, which Boss said had been "blindsided by the effects of the video revolution," is expected to reach $3.9 billion in factory sales this year (exclusive of car audio), or more than $5 billion at retail. "Next year, it will reach $4 billion at the factory level, spurred on by the growth of relatively new product areas—one-brand systems, sophisticated portable stereo, headset audio and, of course, the compact disc."

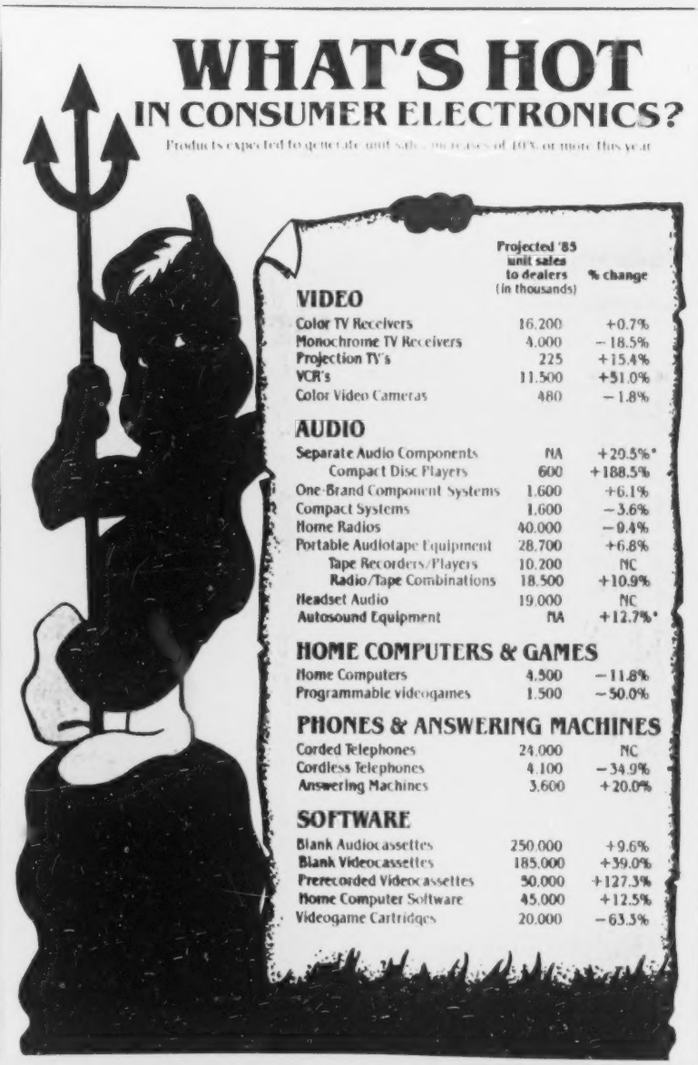
Unit sales of one-brand systems are expected to grow more than six percent this year after quadrupling in 1984. "And we can expect the same unit sales increase next year," said Boss. Factory dollars per unit, he pointed out, have remained "amazingly stable, probably reflecting the 'magical' price points of $700 to $800 for a system."

He quoted an EIA study that showed that ownership of component systems had increased from a fairly steady 31 percent in 1980 and 1982 to almost 38 percent in 1984. And of those component systems, rack-mounted systems accounted for 57 percent, up from 38 percent in 1982.

In the personal portable area, the EIA/CEG claims that unit sales will remain just about stable this year at 19 million units, with a five percent increase expected this year.

Portable radio/tape combination sales are expected to jump to 18.5 million units this year and 18.8 million in 1986.

Finally, compact disc players are expected to almost triple 1984 unit sales this year, with factory dollars up by 150 percent. "And the boom will continue into 1986," said Boss, "with 50 percent estimated growth in units and more than 30 percent in dollars. In fact, this category is growing so fast that industry experts anticipate shortages and back orders by year's end—especially at the low end."



	Projected '85 unit sales to dealers (in thousands)	% change
VIDEO		
Color TV Receivers	16,200	+0.7%
Monochrome TV Receivers	4,000	−18.5%
Projection TV's	225	+15.4%
VCR's	11,500	+51.0%
Color Video Cameras	480	−1.8%
AUDIO		
Separate Audio Components	NA	+20.5%*
Compact Disc Players	600	+188.5%
One-Brand Component Systems	1,600	+6.1%
Compact Systems	1,600	−3.6%
Home Radios	40,000	−9.4%
Portable Audiotape Equipment	28,700	+6.8%
Tape Recorders/Players	10,200	NC
Radio/Tape Combinations	18,500	+10.9%
Headset Audio	19,000	NC
Autosound Equipment	NA	+12.7%*
HOME COMPUTERS & GAMES		
Home Computers	4,500	−11.8%
Programmable videogames	1,500	−50.0%
PHONES & ANSWERING MACHINES		
Corded Telephones	24,000	NC
Cordless Telephones	4,100	−34.9%
Answering Machines	3,600	+20.0%
SOFTWARE		
Blank Audiocassettes	250,000	+9.6%
Blank Videocassettes	185,000	+39.0%
Prerecorded Videocassettes	50,000	+127.3%
Home Computer Software	45,000	+12.5%
Videogame Cartridges	20,000	−63.3%

All figures courtesy of the Electronic Industries Association/Consumer Electronics Group, June 1985
*Percent increase based on factory sales in dollars

As for car audio, it is projected to climb to $2.8 billion this year (including both domestic factory-installed and after-market equipment), after a plateau that ended in 1983.

However, "Industry analysts tell us there is a significant shift going on within this universe to OEM equipment—particularly what we might call 'mid-fi,'" said Boss. He pointed out, though, that retailers still have significant opportunity in the high-end aftermarket, a "safe haven" at the present, and in related fields, such as security and cellular telephone installations.

Personal electronics: spotty

Unit sales of home computers are expected to drop to 4.5 million this year after peaking at 5.1 million in 1984. However, the EIA/CEG does expect that figure to climb to five million units next year. And the average dollar value of a unit is expected to hold steady at $500 through '86, climbing from $440 last year. "Retailers, look for this to be one of 'our' categories for years to come," said Boss.

Cordless telephones also peaked in 1984, when 6.3 million units were sold. That figure is expected to dip to 4.1 million units this year before climbing to 4.5 million in 1986. Boss noted that cordless phones "have found their way into an estimated 11 percent of our homes."

As for corded telephones, they are expected to remain at the 24-million-unit plateau hit in 1984 through 1986, while factory dollars continue to fall from $790 million to $744 million to $720 million.

This leaves most of the growth in the telephone end of the business expected in answering machines. Boss predicted they would continue their steady growth of about 20 percent per year in unit sales, rising from three million units last year to 3.6 million this year and 4.4 million in 1986 as factory dollars climb from $230 million to $277 million to $334 million.

Looking to the future, Boss advised retailers to explore the cellular telephone market as an area of prime potential.

Future is bright

"One of my colleagues at RCA predicts that we have the power to make as much progress in the next decade as we have in the past 50 years," Boss said.

Among the products that he predicted retailers would be selling in the near future are:

- a recordable compact disc;
- wall-mounted television;
- high-density video;
- electronic climate control;
- videotex and teletext;
- two-way video communications, and
- the marriage of audio, video *and* the computer ... plus many other products that haven't even been dreamed of yet.

He invited retailers to picture this scenario: "Driving home from the office, you call ahead on your cellular phone to pre-mix your martini, turn on the 7 o'clock news and the air conditioner, start dinner in the microwave oven, turn on the lights, open the garage door and de-activate the security system."

"Sound fantastic?" Boss asked. "It's all possible today."

Merchandising's TOP 50 FIFTY

Top 30 in videocassette rentals

TITLE	Last month's position	Months on chart
1. **The Karate Kid** *(RCA/Columbia)*	2	2
2. **The Terminator** *(Thorn EMI/HBO)* **GP**	1	3
3. **Places in the Heart** *(CBS/Fox)*	7	2
4. **Dune** *(MCA)* **GP**	6	2
5. **The Cotton Club** *(Embassy)* **GP**	3	3
6. **Starman** *(RCA/Columbia)*	—	1
7. **2010** *(MGM/UA)*	—	1
8. **The Flamingo Kid** *(Vestron)*	—	1
9. **The River** *(MCA)*	19	2
10. **Protocol** *(Warner)*	—	1
11. **Missing in Action** *(MGM/UA)*	4	2
12. **Nightmare on Elm Street** *(Media)*	—	1
13. **City Heat** *(Warner)*	5	2
14. **A Soldier's Story** *(RCA/Columbia)*	—	1
15. **Micky and Maude** *(RCA/Columbia)*	—	1
16. **Runaway** *(RCA/Columbia)*	—	1
17. **The Falcon and the Snowman** *(Vestron)*	—	1
18. **Johnny Dangerously** *(CBS/Fox)*	—	1
19. **Ghoulies** *(Vestron)*	29	2
20. **Bachelor Party** *(CBS/Fox)* **GP**	10	5
21. **Heaven Help Us** *(Thorn EMI/HBO)*	22	2
22. **Teachers** *(CBS/Fox)*	9	2
23. **Revenge of the Nerds** *(CBS/Fox)* **GP**	11	5
24. **The Pope of Greenwich Village** *(MGM/UA)* **GP**	15	3
25. **Body Double** *(RCA/Columbia)*	8	3
26. **Ninja III** *(MGM/UA)* **GP**	26	3
27. **Country** *(Touchstone)* **GP**	14	4
28. **Falling in Love** *(Paramount)*	—	1
29. **Red Dawn** *(MGM/UA)* **GP**	17	5
30. **Woman in Red** *(Vestron)* **GP**	—	4

Top 10 in videocassette sales

1.	**Jane Fonda's Workout** *(Karl-Lorimar)* **GPI**	2	37
2.	**We Are The World** *(Musicvision)*	—	1
3.	**Gone With The Wind** *(MGM/UA)* **GP**	1	5
4.	**The Karate Kid** *(RCA/Columbia)*	6	2
5.	**Jane Fonda's Prime Time** *(Karl-Lorimar)* **GP**	5	8
6.	**Singin' In The Rain** *(MGM/UA)*	—	1
7.	**Star Trek III: The Search For Spock** *(Paramount)*	3	5
8.	**WHAM! The Video** *(Sony)*	9	2
9.	**The Terminator** *(Thorn EMI/HBO)*	4	3
10.	**2010** *(MGM/UA)*	—	1

Top 5 in laserdisc sales

1.	**Cotton Club** *(Embassy)* **GP**	2	2
2.	**Dune** *(MCA)*	—	1
3.	**Star Trek III: The Search For Spock** *(Paramount)*	1	2
4.	**The Karate Kid** *(RCA/Columbia)*	—	1
5.	**We Are The World** *(Musicvision)*	—	1

Top 5 in alternative programs

1.	**Jane Fonda's Workout** *(Karl Lorimar)* **GPI**	1	10
2.	**Jane Fonda's Prime Time** *(Karl-Lorimar)* **GP**	2	8
3.	**We Are The World** *(Musicvision)*	—	1
4.	**Jane Fonda's Challenge** *(Karl-Lorimar)* **GP**	3	4
5.	**Do It Debbie's Way** *(Video Associates)* **GP**	5	5

I —Golden Videocassettes award—has audited return of sales or rentals of $1 million unless company has a return policy. Then, the allowance must be deducted from the gross revenue. (ITA)
P —Title has gone platinum—has sold 100,000 on disc and/or cassette and has sales of at least $4 million. (RIAA/Video)
G—Title has gone gold—has sold 50,000 on disc and/or cassette and has sales of at least $2 million. (RIAA/Video)
(For non-theatrical products, the RIAA certifies a Gold award for 20,000 units or a value of $800,000 in suggested retail price. Platinum awards are given to tapes with 40,000 units or at least $1.6 million in suggested retail value.)

CBS/FOX

SADE: DIAMOND LIFE VIDEO No, that's not pronounced "Sadie." Sade (Shar-day) is a British-Nigerian singer whose Diamond Life LP has spawned the hit song Smooth Operator. The video includes that clip as well as Sade's first single, Hang On To Your Love, the next single, Your Love Is King and When Am I Going To Make A Living. *Color VHS hifi Beta hifi C: $14.95.*

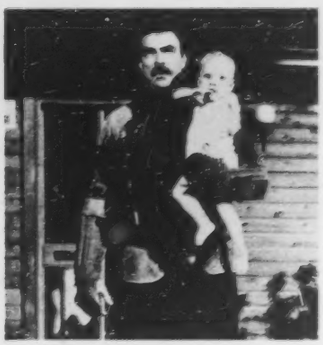
KNOPF

THE WAY TO COOK Julia Child, that French Chef herself, concocts a six-cassette cooking course that ranges from poultry and meat to fish and eggs. She talks about vegetables, soups, salads and bread and of course gives a few examples of amazing desserts. Each cassette is sold separately, and allows the viewer the long-awaited opportunity to hit the pause button and shout, "Hold it, Julia, do that again!" And she does. *Color 60 minutes (each) C: $29.95 boxed set: $180.*

PRISM

PLAYGIRL'S HUNKERCISE This made-for-videocassette program features the "Hunk" centerfolds of Playgirl as on-camera exercisers. It is conducted by noted fitness expert and trainer Jim Bolden. Bolden leads the viewer through a workout which emphasizes strength, flexibility, muscle tone and cardiovascular fitness. *Color 60 minutes C: $39.95.*

RCA/COLUMBIA



RUNAWAY (1985) Tom Selleck is a futuristic cop out to hunt down runaway robots in this science-fiction thriller. Michael Crichton (The Andromeda Strain, The Great Train Robbery) wrote and directed. Co-starring Cynthia Rhodes, Kirstie Alley and Gene Simmons of KISS. *Color PG-13 100 minutes VHS hifi Beta hifi stereo C: $79.95.*

A SOLDIER'S STORY (1984) Adolph Ceasar was nominated for an Academy Award for his portrayal of a black sergeant (shown in flashbacks), so hated by his men that one of them murdered him, near the end of World War II. An army attorney (Howard E. Rollins, Jr.), the first black officer many of the soldiers have ever seen, arrives to unravel the mystery. The film, directed by Norman Jewison from a screenplay by Charles Fuller, is based on Fuller's play A Soldier's Play. *Color PG 101 minutes VHS stereo Beta hifi stereo C: $79.95.*

THORN EMI/HBO

DESPERATELY SEEKING SUSAN (1985) Rock superstar Madonna and Rosanna Arquette (Baby It's You) star in this film. The movie tells the story of a bored housewife, played by Arquette, whose favorite escape is reading the personal ads. When Roberta decides to discover what life is really like for Susan (Madonna) and her boyfriend, the story takes off. Roberta starts living the life of Susan while Susan discovers suburbia. *Color 104 minutes R C: $79.95.*

USA

ADAM (1983) Adam Walsh, the six-year-old son of John and Reve Walsh, was abducted from a Florida shopping mall in 1981 and found dead two weeks later. His parents' sorrow and their determination to help do something about the plight of missing and abused children is the focus of this film. *Color 120 minutes.*

VESTRON

THE PURPLE ROSE OF CAIRO (1985) This highly-acclaimed film by Woody Allen (in which he does not appear) is about a depression-era waitress (Mia Farrow) who escapes her dreary world at the movies, until one night when a character from the latest film at the Rialto jumps off the screen to romance her. With Jeff Daniels and Danny Aiello, directed and written by Allen. *Color PG 84 minutes.*

WARNER

THE KILLING FIELDS (1984) Based on Pulitzer Prize winning correspondent Sydney Schanberg's 1980 article "The Death and Life of Dith Pran" in The New York Times Magazine, this film stars Sam Waterston as Dr. Schanberg and Dr. Haing S. Ngor as Dith Pran. The film depicts the true story of two men caught up in Cambodia's Khmer Rouge revolution. It won three Acadamy Awards and eight British Film Acadamy Awards. *Color 142 minutes R VHS hifi stereo C: $79.95 LV: $39.98.*